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■ CONSERVATION AUTHORITY

Residents question floodplain lines

WAYNE CAMPBELL
PelhamNEWS Staff

Glen Robins hopes plans for a new home haven't been washed away by new lines on a map.

The River Road resident, said he can't believe the new floodplain lines suggested by consultant Aquaford Beech Ltd. in a study. It updates floodplain lines set in 1995 for the Niagara Peninsula Conservation Authority.

see CONSERVATION AUTHORITY | page 3

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■ GREAT KIDS: Today's youth hold promise for a brighter tomorrow

Future's in good hands

VICTORIA GRAY
PelhamNEWS Staff

THOROLD — Emotions ran high as adults and children alike envisioned a brighter future at Club Castropignano on Sunday at the seventh annual Great Kids of South Niagara Gala and Awards Ceremony.

The search for Great Kids who care about their community and family, for youth who never stop trying to improve Niagara in any way they can, came to a head when Tribune managing editor Angus Scott read compelling stories, some of them emotional and all of them inspiring, from the 23 semifinalists.

One Great Kid emerged the finalist in all six categories, Jaevin Spero was announced finalist in the Cool to be Kind 6 to 12 category for starting his own charity, Wonderful Wishes.

Daniel MacPhee-Phillips was announced finalist in the Cool to be Kind 13 to 18 category for helping his sister.

Dario Smagata became a finalist in the Against the Odds 6 to 12 category for giving back to the community in several ways despite having Asperger's Syndrome, while Adelle Beauchamp and her sisters Annette and Julie were finalists in the Against the Odds 13 to 18 category for making it through their mother's



VICTORIA GRAY Staff Photo
Boston Pizza's Welland franchisee, Deb Zahra, from left, presented plaques to Great Kids in the Personal Best 6- to 12-age category: finalist Anastasia Groch, semifinalists Kayla Bevacqua, Erika Doucet and Roger Montpetit.

untimely death and spreading positive messages to the community.

Finalist in the Personal Best 6 to 12 category, Anastasia Groch of Pelham volunteers for the community and her school teaching valuable lessons, such as teamwork.

Aubrey Bird, finalist in the Personal Best 13 to 18 category for her volunteerism and community leadership.

Those finalists stood tall, but every semifinalist there was a special youth who also deserved to be recognized, said Tribune circulation manager Karin Vanderzee, who pointed out seven judges spent hours pouring over 58 nominations in the two months submissions were accepted.

see GREAT KIDS | page 2

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upfront

■ GREAT KIDS

'Future leaders' honoured

FROM PAGE 1

"I'm very excited to see all the great kids invited to attend and their families here. Their stories are so great. To hear so many great, inspirational stories today is wonderful. I know when I go home that our community is in great hands with our future leaders," she said.

Vandervee, who has organized the event for the past seven years, said every youth in attendance was a "Great Kid."

"It's so great to meet them after reading their stories. I feel like they are part of my family," she said.

In Wainfleet 14-year-old Ryan Boros joined the Mayor's Youth Advisory Council to help make a difference after coming through surgery to loosen leg muscles and taking a positive outlook on life. He sees the world for what he can do and not what cerebral palsy keeps him from doing.

While a young Fenwick actress Breton Lalama soars to great heights playing leading roles in her school plays and playing feature parts with Garden City Productions.

■ ART FESTIVAL: May 11 to 13 at Pelham arena

Artistic variety at 26th annual show

WAYNE CAMPBELL
PelhamNEWS Staff

The 26th annual Pelham Art Festival has variety.

At a media day promoting the Mother's Day weekend festival Monday, festival organizers highlighted three art forms.

For its annual raffle, two pieces have been donated: a fused glass tray by Joe Speck and a watercolour painting of a Rockport Harbour in Maine by Michael McMahon.

The third artist at the media day was Divino Muccianette, a Pelham photographer who scans his work onto canvas.

The festival will include 67 artists working in paints, sculpture, drawing, photography and other forms, said art festival president Heidi TeBrake.

Each day of the three-day festival has a different feel, she said.

The Friday night gala evening, from 7 p.m. to 11 p.m. on May 11, tends to be an intimate time. Artists and visitors to socialize, sip wine, snack and listen to music.

Saturday, May 12, brings our families to the 11 a.m. to 5 p.m. show.

"And Sunday is Mother's Day when many treat their mothers and pick up gifts for them," she said about the final 11 a.m. to 5 p.m. day.

This year about 120 volunteers, "including many teenagers doing community volunteer time" will assist with set up, tear down and other festival chores at the Pelham Arena, she said.

Over the 26 years, the festival has raised \$345,000 for the Pelham Public Library, set up an arts scholarship at E.L. Crossley Secondary School, assisted the Pelham Arts Festival juried show and this year, will help to sponsor the Summerfest outdoor art show in July in Pelham Peace Park.

As as lead up to the Mother's Day festival, the festival has set up Art Around Town.

I love to talk about what I do. I get to talk all weekend."

Joe Speck

Festival artists are displaying in a dozen businesses.

"It's very popular," TeBrake said. "We've even sold some of the art on display."

Art Around Town festival artists include: Martha Southwell at Star Tile; Linda Ellsworth, Klagers Meats; Diane Vogel, Foxhill Art and Home; Pat Hafler, Indulgence



WAYNE CAMPBELL Staff Photo

Michael McMahon, with his watercolour painting Rockport Maine, is one of two artists who donated pieces for a Pelham Art Festival raffle. The draw will be held during the festival at the Pelham Arena on Mother's Day Weekend, May 11 to May 13. McMahon, who's from Lockport, N.Y., has shown at the festival since 1993.

Bakery; Martha Southwell, Marilee's; Tote Chanpen Hayes, Saddle's Lingerie; Maria Cozzi, Lifetime Vision Centre; Loretta Hicks, Chamber Insurance; Beverly Sneath, Cafe on Main; Vanessa Brownbridge, Chez Fromage; Sonja Zanutti, Pelham Town Hall; Mary Powley, Salon Utopia and Divino Muccianette, Frontier Gun & Sports.

The festival selects its artists through a juried process and it has a waiting list. Former quail farmer Joe

Speck waited for years to display.

"I would come each year to study trends," he said. However, his first exhibition came with a call days before opening day of a festival. Another artist had withdrawn.

"I scrambled to put it together," he said and has enjoyed three more shows since.

"I love to talk about what I do," Speck said. "I get to talk all weekend."

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The Jordan resident turned from stained glass art to a more complex and expensive fused-glass kiln process when he retired from the farm 10 years ago.

McMahon, a watercolour artist from Lockport, N.Y. has been a regular at the festival since 1993.

He said he likes the Pelham show because it's contrast to American shows he participates in.

"They have become a mix of arts and crafts while Pelham remains an art show," he said.

The intimate atmosphere of the arena, he said, is much more comfortable for the artists.

At outdoor shows, you run to protect your work from wind, rain and sun, he said.

Muccianette, a retired Brock University official photographer, is a newcomer to the show. He has exhibited twice and is part of the organizing committee.

"It's a lot of fun and a good way to stay busy in retirement," he said.

A weekend pass is \$10 with single day admissions of \$8 on Friday and \$5 Saturday or Sunday. It's held at the Pelham Arena at 1120 Haist St. at Welland Rd.

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■ CONSERVATION AUTHORITY

Water never went that far, residents say

FROM PAGE 1

The change now puts more than 90% of his property in the floodplain.

He lives in house on the west bank overlooking the Welland River near the Niagara Central Airport. Bird houses stand on poles on a slope going down to the river.

In his 72 years living on the property, he said, he has never seen water anywhere near the suggested lines. If fact, it doesn't reach the bottom of the bird house poles.

Similarly, a 1980 barn down River Road on the bank has remained dry, although it sits on the original floodplain.

Yet the study lines show on the NPCA website indicate flooding across the road on to a wooded area hundreds of metres back.

The floodplain lines are intended to reflect levels of flooding that would be created by a once-in-a-century storm. Hurricane Hazel, which hit southern Ontario in October 1954, is used as the example.

Robins wants to build a second larger house near the one he has. He fears the new floodplain lines may block his plans.

He is concerned residents

along the Welland River and its tributaries in West Lincoln, Wainfleet, Pelham and Welland are unaware of the threat to property use and values these lines pose.

"They extend up the tributaries," he said pointing to a map with Black Ash, Parkers, Sucker, Coyle, and Drapers creeks north of the river and Little Forks and Bridgecreek creeks in Wainfleet.

We're not getting answers."

Nick Repchull

Now is he alone.

At a gathering at his house other Pelham residents said they are worried.

Robins' neighbour and commercial real estate agent Nick Repchull said his clients with properties near the river are concerned about decline in property values and limits on how they can develop them.

"We're not getting answers," he said about inquiries to the conservation authority.

Picketing the NPCA's Welland office was suggested as a strategy before the new

floodlines are adopted.

Ward 1 Coun. Richard Rybiak said the NPCA is really authoritative but not so conservative.

"The economic effect can be extensive," for both the individual and the town as a whole. As assessments drop on properties that loose value as tax generators.

"The costs fall on all of us."

While he said he was speaking for himself, since the town as no role in the operation of the NPCA, he said there is a concern out there about the role of Ontario Power Generation.

"It's one thing, if you taking losses because of the possibility of a 100-year storm," he said, "but it's something else if someone downstream is making money on those losses."

A suspicion is OPG wants to limit construction on wider floodplain lands to avoid damage claims if it has to back up the Welland River.

It could come from a problem developing in its existing and new hydro canals, which run from Chippawa to Queenston. It may force a surge of water back up the river, which hydro uses like a reservoir.



WAYNE CAMPBELL Staff Photo

Glen Robins says in 72 years he has never seen Welland River water reach bird houses behind his Pelham River Rd. residence. However, new floodplain mapping by Niagara Peninsula Conservation Authority would suggest his property would go underwater in a 100-year storm.

Now the Welland River backs up almost daily to accommodate flows in the hydro canal.

"Is the role of the NPCA to conserve the river for us or to provide cover for hydro?"

asked Rybiak in framing a question that keeps floating around the floodplain issue debate.

There is definitely this feeling and you can cut it with a knife."

What people want to know is why is this demand for new floodplain lines happening now, said Rybiak.

"We don't get answers. There is a big trust gap. There is a big communications gap."

NPCA will add public reps to floodplain line committee

WAYNE CAMPBELL
PelhamNEWS Staff

The Niagara Peninsula Conservation Authority will include the public on a subcommittee to examine new floodplain lines for the Welland River.

Welland Mayor Barry Shand, who is on the implementation subcommittee, was pleased to include the public.

"That's the way we do it in Welland," he said about a recent decision.

The subcommittee also includes Pelham Regional Coun. Brian Baty, Wainfleet Mayor April Jeffs, and West Lincoln Mayor Douglas Joyner along with Hamilton and Haldimand NPCA representatives.

Baty said the subcommittee will recruit from the public once terms of refer-

ence are complete.

"We want to be able to explain the role of the committee before asking for members," he said.

The NPCA has drawn criticism since new floodplain mapping lines were proposed by consultant Aquafor Beech Ltd. It's in the process of completing its study of the river and its tributaries extending from the headwaters in Hamilton to the Niagara

River.

The new lines are an update of existing floodplain maps created in 1985. The consultant uses mass assessment techniques developed since 1985.

Property owners along the river and its tributaries in West Lincoln, Wainfleet, Pelham and Welland are worried about the new lines.

They exceed much further than existing floodplain lines.

They're designed to show the flood limits from an once-a-century storm, such as Hurricane Hazel, which hit southern Ontario in 1954.

Residents say they have never seen water even close to the proposed lines. Nor have their parents or grandparents.

They question the role Ontario Power Generation has in the process. Each day water flowing in and out of

a power canal at Chippawa sloshes up the river.

The Welland River Floodplain Association was formed to raise questions about the study. It drew 200 people to a recent public meeting in Wellandport.

"We have had successful public meetings in Wainfleet and West Lincoln so far," said Bev Lepage.

see CONSERVATION | page 5

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perspective



Wayne Campbell
EDITOR

Lace up those walking shoes

The opening of the St. Johns Conservation Area's trout pond last weekend is a reminder.

The season to get out about has arrived. It actually came early this year — a stretch of good weather in March.

In and around Pelham, we have a lot to get out and about in.

In addition to St. Johns, we have Short Hills Provincial Park at the north end of the town. Running through is the Bruce Trail, the walking path from Queenston to Tonawanda. It skirts the Morningstar Mill along the Niagara Escarpment.

To the west just north of the Pelham boundary is the Niagara Peninsula Conservation Authority's Bulls Falls Conservation Area with its falls, pioneer village, centre for conservation and trails.

In the middle of the town, we have the Comfort Maple in a 15-hectare wetland, which is protected by the authority. The ancient tree appears on the town's crest. It's leading out right now.

At the south end of the town, the E. C. Brown Conservation Area is a 15-hectare wetland, meadow and sculpted forest serves as a demonstration area. It's on the Welland River across from the Niagara Central Airport.

Farther up the river, past Wellandport, is Chippewa Creek Conservation Area, which opens for camping on the Victoria Day weekend.

In Pelham, municipal parks dot the town. Many are linked with the Steve Bauer trails for hikers and cyclists.

Conservation hikers can enjoy the Welland River and the Welland Recreation Canal. Others will find flat stretches of 12 Mile, 20 Mile, 15 Mile and other creeks heading north from the Frontline Kame.

So, if you haven't started yet, lace up your shoes, oil your bike chain or take down your canoe. It's the season to be on the move in many directions.

comment

Tossing in a line to start the season

VICTORIA GRAY
PelhamNEWS Staff

THOROLD — Trout season splashed into action over the weekend.

Thorold Mayor Ted Luciani cast the first line at St. Johns Conservation Area on Saturday at noon to mark the beginning of trout season at the pond.

More than 150 people cast their lines shortly after followed by splashes and squeals of joy as children all around the pond began catching their first fish of the day.

"It's such a fun sport, but the best part is eating it!" Victoria Bacon said.

The eight-year-old and her family have fished at the stocked pond for more than four years because it's a good way to have fun as a family.

Mark Stacy, director of communications for the Niagara Regional Conservation Authority, said opening the pond on the last Saturday in April is a long-standing tradition for conservation

authority as well as for many families.

The cold-water pond is stocked with rainbow trout of all sizes a few days before the kickoff and Stacy said there are usually enough fish for people to fish all summer.

"It's a great place to bring kids. A lot of kids in the area learn how to fish here because it's so serene and family-friendly," she said.

Joshua Caislie, 10, from St. Catharines, learned to fish at St. Johns and loves coming back every year because he can always catch a fish.

"You never have to wait more than five minutes for a fish and it makes fishing a lot more fun at the beginning of the season," he said.

VICTORIA GRAY Staff Photo

Victoria Bacon caught her first rainbow trout of the day minutes after Ted Luciani, Mayor of Thorold helped officially open trout season at St. John Conservation Area.



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Dean Allison
FROM THE HILL

But that's not all. Our recently concluded Beyond the Border agreement with the United States will ensure the auto sector — one of the most highly integrated supply chains in North America — benefits from secure pre-clearance.

Our Government's number one priority remains job creation and keeping Canada's economic recovery strong. When global forces causing the last recession broad-sided our economy, including this sector, our government took decisive action to protect over 50,000 Canadian jobs by supporting the restructuring of Chrysler and GM — and both have repaid their restructuring loans in full, ahead of schedule. We know our country is a great place to build vehicles, and we are encouraged by the strong automotive sales in the first month of 2012.

We will continue to support manufacturing by providing tax relief,

eliminating tariffs on machinery and equipment, and creating an environment that promotes innovation, research, and development.

Our investments in R&D will enhance our automotive research capacity, fuelling made-in-Canada innovation, increasing our ability to compete internationally, and bringing long-term benefits to the sector.

We are already seeing results as GM recently announced it will continue to assemble its Chevrolet Impala sedan in Oshawa, investing \$68 million and securing 350 jobs. In addition, Honda recently announced that it will be building its next generation CRV in Canada, and Toyota announced last summer that it will be investing up to \$500-million into its Canadian operations in Cambridge and Woodstock.

Our government has demonstrated our support for the auto sector, but we will not implement the measures contained in the CPM's proposals that would hurt other sectors of the economy. We continue to work hard to create the economy climate where all business sectors succeed.

Dean Allison is the Conservative Member of Parliament for Niagara West-Glanbrook.

■ CONSERVATION

Public meetings could come with floodplain chages

FROM PAGE 3

The proposed floodplain changes for the central section of the Welland River also include properties in Pelham and Welland. So depending on how things progress, we might consider public meetings in those areas in the future."

He said the association is looking at ways to technically review the consultant's study with an expert of its own.

Baty said the NPCA's implementation subcommittee will look at the overall process.

It will examine how decisions are made, when to set up public meetings and whether more information is needed.

Baty said his personal view is the NPCA may need to have "a peer review" of the final floodplain mapping study. A second opinion may ensure it's done fairly.

Similarly, the retired principal sees a benefit in the committee taking a field trip.

"We should get in boats on the river and look at where water has gone in the past."

When the Welland River floods, the water spreads out over a flat area, he said.

"It does not flow through ravines piling up to crash into buildings to take them out," he said about major damaging floods.

The NPCA has a responsibility to

ensure the floodplain lines are based on the right data, he said.

He understands the concerns of property owners over the use and value of their property.

At the same time, if the NPCA doesn't ensure limits on floodplains, those who sustain damage from a storm will ask: "Why didn't you protect us?"

Sharpe said Welland has the most buildings sitting in the floodplain of any Welland River municipality.

"The floodplain map is not a bogeyman," he said. "Development does take place on floodplains."

In Welland, that can include a new apartment building on Mill St. beside the river or along Draper Creek and Coyle Creek.

"The committee," he said, "is committed to ensure the floodplain mapping is technically correct."

Involving the public is the most recent stage "and I'm happy to be part of it," said Sharpe.

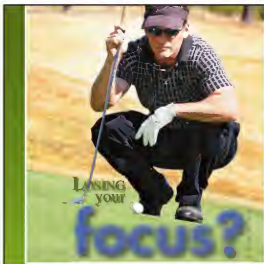
In Wainfleet, its mayor hears the objections of rural property owners.

"What concerns me is what concerns the residents," said Jeffs. "If this is ever fully implemented will people have a difficult time getting insurance, will their property devalue, what limitations will they have on building?"



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■ PARTICIPATION DAY: Cleaning up the town

Volunteers hit the streets

VICTORIA GRAY
PelhamNEWS Staff

It's easy to clean up the streets when everyone helps out.

"People in Pelham volunteer and they take pride in their community," Richard Rybak, Ward 1 councillor and Communities in Bloom committee member, said.

People in orange safety vests

were seen all over Pelham on Saturday picking up trash along the roads as part of Communities in Bloom's biannual Participation Day.

The three-day event started Thursday with a corporate challenge to pick up trash in the town. On Friday Communities in Bloom challenged students to clean up the area around their schools and ended Saturday with community volunteers of all ages descending on the town to finish the job.

"People just throw junk and the more often we do this the more visible we are and maybe people won't throw their trash in the gutters. It's working, places that used to be a wreck aren't that bad anymore."

Edie Basaraba, a Communities in Bloom committee member, said.

Communities in Bloom provided volunteers with maps of their routes, safety vests, garbage bags and gloves. Volunteers were asked to tie garbage bags, leave them on

the side of the road and mark the spot on their maps so garbage collectors can pick them up Monday.

The Lions Club provided volunteers, such as Alex DiPaola, 14, with lunch.

DiPaola and his friend Jordan Flegg, also 14, volunteered to help the environment and get the community services they need for their high school diplomas.

"It makes the town look better and if you just have a bunch of trash outside on the road, more people will throw their trash because they think it's OK," Flegg said.



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VICTORIA GRAY Staff Photo
Edie Basaraba, left, and Sheryl Pitre, committee members for Communities in Bloom, show Participation Day volunteers where to clean up Pelham.

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BANDSHELL BOOSTER PROGRAM UNDERWAY



Supplied Photo
Sales have started for the Fonthill Bandshell Booster button program, as seen here in a recent exchange between Gayle Balties-Chataway, left, Fonthill Bandshell Committee chair, and Annie Holthby. For a minimum \$100 donation, fans of the annual summer concert series and their families can attend each of the 12 concerts without having to make a weekly donation. Volunteers will be selling buttons at the Farmers' Market June 7 and 14, but they are also available at Star Tile, Lazy Loon, Lookout Ridge Village, Keith's Restaurant and Pelham Auto. The seventh annual concert seasons begins Thursday, June 21. For more information, visit the website at www.fonthillbandshell.com.

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"When can I get another tube of MYO-MED?" a reader friend asked me. I'd given him a sample of MYO-MED cream for his arthritis. He had been using it for several months. How he was back in the game. So how does this new all-natural, non-toxic analgesic help painful joints? And why is it safer than other over-the-counter painkillers out there? I'll find out. Thank You! North Americans suffer daily the agony of arthritis. There are just too many of the disease by sports injuries, bad falls, some muscles and the ravages of aging joints.

Cauterous treatment has been the use of nonsteroidal anti-inflammatory drugs. Unfortunately, too many people take these on an over-the-counter medications thinking they're safe as Water for candy. But every year 25,000 North Americans die from gastro-intestinal complications due to the self-prescribed remedy. It's a huge price to pay for pain relief.

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- Muscle strain
- Tendonitis
- Back pain



anti-inflammatory ingredients deep into affected muscles and joints where they're needed, providing relief? Researchers at the University of Connecticut carried out double-blind studies to test its effectiveness. One group of patients, suffering from carpal-tunnel of the wrist, was treated with MYO-MED. A similar group received a placebo cream, but neither doctors nor patients were told which cream was the real McCoy. Thirty minutes after applying the cream, patients were tested to see how their disability was affected. How fast could they do a new before it became painful? How well could they get up from a chair? How much time did it take to go up and down 11 steps? And how good was their balance?

Patients were then advised to apply the cream twice a day for 30 days. Both groups of patients were also provided with nutritional guidance to ensure neither group gained weight!

"I recommend it to my patients who suffer from arthritis"

W. GIFFORD-JONES, MD

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MYO-MED combines another vital problem. It's logical that if a knee joint hurts, there's a natural tendency not to move it. But steps slowly backwards if I'd up to do so. And people suffering from arthritis joints slowly but surely lose muscle mass if they become less active. This can bring a major effect on their way. Several professional athletes who have access to the best treatment available said that MYO-MED keeps them on the playing field. It has also kept me at the top shooting stage as the pain's worst often leaves me with a painful shoulder. And my limbs have never been "frozen." I'll support this with another tube of Christmas.

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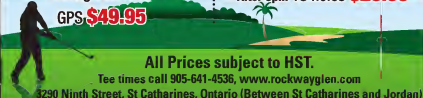
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■ ART: St. Catharines association seeks exposure



WAYNE CAMPBELL Staff Photo

Helen Michlik, of the St. Catharines Art Association, left, and Patricia Crick of Keith's Restaurant put up one of Michlik's paintings, a portrait of Ludwig van Beethoven, at the Fonthill restaurant. The art association will hold an exhibition during May and June at Keith's featuring 20 artists. It begins May 3 with an open house on Sunday, May 6, from 2 p.m. to 4 p.m. Keith's Restaurant is on Regional Rd. 20 at Pelham St.

Art group featured at Keith's Restaurant

WAYNE CAMPBELL
PelhamNEWS Staff

St. Catharines Art Association will hang in Fonthill to increase its exposure.

Through May and June at least 20 artists will display paintings and sculptures at Keith's Restaurant.

A reception on Sunday, May 6, from 2 p.m. to 4 p.m. will officially open the exhibition.

It's the first time Keith's will have a two-month exhibit by a group of artists, said Patricia Crick.

For seven and a half years, Crick has co-ordinated art exhibitions in the restaurant's dining room.

"Usually it involves one or two local artists, although we had a Christmas reception featuring all the artists from one year," she said.

Art association member Helen Michlik said her group hopes the exhibition will increase the 61-year-old group's exposure and attract new members. It has 80 now.

She said the association has been looking for new venues to hold more shows throughout the year.

The art association, which meets at St. Catharines Public Library, holds two regular exhibitions at The Pen Centre as well as two non-juried shows to allow members to display and sell their work.

"We're grateful to Keith's," Michlik said of the latest endeavour.

"It's hard to find venues where people don't judge the art or want to select what

is displayed."

While the association is based in St. Catharines, its members come from across Niagara.

Typically artists belong to two or three local art associations to participate in shows and workshops, said Michlik. Membership includes both amateur and professional artists.

Pelham-based artists include Bev Sneath and Toye Chappan Hayes.

St. Catharines association artists are among those showing at the Pelham Art Festival on Mother's Day weekend May 11 to May 13.

The association's programs, on the fourth Tuesday of each month at 7 p.m., include critique nights, lectures, demonstrations and lively show-and-tell evenings.

"Life drawing is popular but we close the doors to the library room," said Michlik about providing comfort for models.

She has noticed more young people are becoming members. They want to learn more about art, she said.

The types of art media have increased over the years, said the life-drawing, portrait and landscape artist.

"Sometimes it's controversial," she said referring to a dispute over digital art. It is now generally accepted as a mixed-media category at art shows.

For more information about the St. Catharines Art Association visit its website www.stcatharinesart.com.

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■ **FESTIVAL:** 2nd annual July 19-22

Summerfest sponsorships hot commodity

For PelhamNEWS

Pelham's much-anticipated Summerfest 2012 is almost two months away, but the

volunteer committee putting together the four-day festival is already in the critical planning stages.

The festival, set to take

over downtown Fonthill from July 19 to 22, relies largely on community involvement at all levels, including contributions from local businesses.

"Summerfest is essentially a free event. Last year saw 10,000 people come together to celebrate the summer and the spirit of Pelham with free entertain-

ment and a wide array of free activities," said Gary Accursi, Summerfest committee chair and Pelham town councillor. "It is only through the generos-

ity of our business community and the citizens of Pelham that this event is possible."

see **FESTIVAL** | page 16

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■ **MUSIC:** Street Pharmacy front man takes them behind the scenes

School music industry club releases song on iTunes



WAYNE CAMPBELL
PelhamNEWS Staff

It started out with students picking the brain of a supply teacher.

WAYNE CAMPBELL, Staff Photo
Notre Dame's music club is celebrating its first rock song, *Blindman*, which will be released on iTunes on May 1. Gathered at Rithill Studios in Fonthill are, front from left, Chris Villella, Garrett Mullin, Jay Tomaino, Andrew Colanico, Colin Sicoli, and Kyle Windjack. In back from left, Jake Parrotta, studio owner and operator Tim Lalonde and teacher Ryan Guay, lead singer and songwriter of Street Pharmacy.

Ryan Guay has an unusual background for someone in a Notre Dame College School religion class.

He's the lead singer and song writer for Street Pharmacy, a Welland band with a reggae and rock beat, which found success with its second album *Free Delivery*.

"We started talking about music and the bands they were in," said Guay.

The chairs evolved into a seven member music industry arts club. On May 1, they will release its first song, *Blind Man* as the Notre Dame Music Club. It will go on sale through iTunes. All proceeds will go into a music scholarship for at Notre Dame. It's part of National Youth Arts Week from May 1 to May 7.

The club met weekly until

December at Youth Innovations in the Seaway Mall.

Guay talked about the music business, developing a music philosophy, how to write, what managers and agents did, what to do, what not to do and how to develop marketing techniques on social media.

And of course, they played music. "I told them how to avoid the mistakes I made," said the supply teacher for the Niagara Catholic District School Board.

"It was like school but cool." Young musicians, he said, simply don't know how to move from writing and playing in their basements into the wider music world.

"We have an image of rock music being unprofessional and all about rebellion," Guay said.

"Actually, it's as much a business as anything else."

If a musician doesn't know what to expect, it can become "a scummy, dirty rotten business."

In the new year, the club's moved to Rithill Studios in Fonthill where owner Tim Lalonde showed the young musicians sound recording and helped them compose and develop *Blind Man*.

The rock song grew out of a riff by club member and guitarist Garrett Mullin.

"He showed us how to develop our ideas," Mullin said about Guay. "What we learned will help us in the future. We will know how to handle it."

Other club members are Colin Sicoli, Jake Parrotta, Chris Villella, Jay Tomaino, Andrew Colanico and Kyle Windjack.

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Supplied Photo
Niagara West-Glanbrook Member of Parliament Dean Allison presents a Queen's Jubilee Award to former Lincoln MP Shirley Martin who served in the cabinet of Conservative Prime Minister Brian Mulroney. Allison's office is taking nominations for this award. The deadline for nominations in the office is Aug. 31. Please call office manager Linda Arbuckle at 905-563-7900 if you would like a nomination application. All recipients, will be presented the Queen's Diamond Jubilee Award at a reception to be held in the fall of 2012.

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■ FESTIVAL

Event-naming opportunities numerous and varied

FROM PAGE 13

To that end, festival organizers are busy signing up sponsors now. The sooner they are signed up, the sooner those businesses reap the benefits of being affiliated with Summerfest, Accursi said, including having their business name and website linked on the Summerfest website.

For those donating \$500 or

more, they also have the opportunity to be included in a promotional card being distributed widely at the beginning of June.

Some local businesses have already committed to participating in the naming opportunities, which means they have their business name affiliated with specific events.

Event-naming opportunities

are numerous and varied, and are included for those making donations at the Silver, Gold, Platinum and Diamond levels. Other naming opportunities include the main stage, entertainment, the bike rodeo, the family fun walk, community breakfast, or the beer and wine garden.

Sponsorship of the festival is

essential to its success, Accursi said, which means partnerships with businesses, but also with anyone interested in assisting in any way they can.

All local residents, business owners and professionals may become a Friend of Pelham Summerfest. In other words, any and all levels of financial contribution will be gratefully

accepted and acknowledged on the festival website.

Contributions of \$500 or more are recognized through a corporate sponsorship program. There are forms and instructions online for donation via the Pelham Summerfest website (www.pelhamsummerfest.ca) to contribute securely via major credit card or PayPal account.

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INSTALL SMOKE ALARMS IT'S THE LAW

Every home in Ontario must have a working smoke alarm on every storey and outside all sleeping areas.



OFFICE OF THE FIRE MARSHAL

OPEN HOUSE

Saturday May 5th

Fun for Kids! - Niagara Inflatables - Paint & Plant a Pot
Face Painting & Jewellery Making - Spin the DISCOUNT WHEEL
Country Boys Food - Door Prizes - TONS of OPEN HOUSE SPECIALS



POND DEPT.



FISH
**35%
OFF**

ANNUAL DEPT.



**HANGING
BASKETS**
Buy 1 and Get the 2nd at
50% OFF*

*2nd basket
of equal or
lesser value.

BULK YARD



BARK CHIPS
Black, Red or Brown
\$35
per yard
Reg. \$48 per yard

PERENNIAL DEPT.



PERENNIALS
10 Pack - \$10
6 Pack - \$6
WOW!

NURSERY DEPT.



**TROPICAL
TREES**
Just Arrived.
**Hurry - they're
going fast!!!**



RICE ROAD
Greenhouses and Garden Centre

Niagara's Largest Garden Centre.



BOTANIX

For FLYER SPECIALS visit
www.flyers.botanix.com

Tips & Videos at www.millionplants.com

**FREE
PERENNIAL**

Limit 1 Plant
per person.

Choose from our huge greenhouse-grown selection.

Open Mon-Friday 8am-8pm,
Sat 8am-6pm, Closed Sunday



1361 Rice Rd, Fonthill 905-892-5832